

EFFORTS TO IMPROVE THE QUALITY OF THE COMMUNITY AS HUMAN RESOURCES IN THE CREATIVE INDUSTRY OF KWALA SERAPUH VILLAGE, LANGKAT

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Abstract: The creative industry is one of the important sectors in the Indonesian economy, including in villages. The village creative industry has the potential to improve the welfare of rural communities. However, the development of village creative industries requires adequate community quality, both in terms of skills, knowledge, and attitudes. This study aims to analyze efforts to improve the quality of the community as human resources in the creative industry of Kuala Serapuh village, Langkat. This research uses qualitative methods with a case study approach. The research data was collected through interviews, observations, and documentation. The sample size was 50 respondents. The results showed that efforts to improve the quality of the community as human resources in the creative industry of Kuala Serapuh village were carried out through various ways, including: 1) training and education of skills and knowledge related to the creative industry, 2) increasing public access to information and technology and 3) forming a creative and innovative work culture. These efforts have had a positive impact on improving the quality of the community as human resources in the creative industry of Kwala Serapuh village. This is shown by the increasing skills, knowledge, and attitudes of the community in developing the village's creative industry.

Keywords: Creative Industry, Kuala Serapuh Langkat, Community Quality, Human Resources, Improvement efforts

Introduction

In 2015, Indonesia has entered a new economic era in the Southeast Asian region, namely with the enactment of the ASEAN Economic Community (AEC). AEC is a form of economic integration of ASEAN member countries into a single market and production base. One of the impacts of the implementation of the AEC is the freedom in the flow of goods, services, capital, investment and skilled labor to ASEAN member countries. The existence of this freedom, of course, can be an opportunity and threat to the industry in Indonesia. One of the industries that is currently developing in Indonesia is the creative industry. The creative industry is an industry that comes from the use of creativity, skills and talents of individuals to create welfare and employment through the creation and creation of individual creativity and inventiveness (Kementerian Pariwisata dan Badan Ekonomi Kreatif Republik Indonesia, 2018). Based on a creative economy survey conducted by the Creative Economy Agency (Bekraf), in 2015 the creative industry has contributed a total of 852.24 trillion rupiah or equivalent to 7.38 percent of the total national GDP. This number grew by 4.38 percent from the previous year which was only able to contribute as much as 784.82 trillion rupiah. But behind the rapid development of the creative industry, there

are still many challenges that must be faced by creative industry players. These challenges are also strategic issues that are the focus of further development.

Creative industries are seen as increasingly important in supporting prosperity in the economy, with various arguing that "human creativity is the primary economic resource" (Florida, 2017) and that "twenty-first-century industries will depend on the production of knowledge through creativity and innovation (Landry & Bianchini, 1995). Different parties give different definitions of activities included in the creative industries (DCMS, 2001). Even the naming itself is a contentious issue with significant differences and overlaps between the terms creative industries, cultural industries, and creative economy (Hesmondhalgh, 2002). Of several strategic issues, there is one issue that is interesting to discuss, namely the availability of creative, skilled, and professional human resources. Human resources are the main factor that determines the development of the creative industry.

The presence of quality human resources is a guarantee for Indonesia's creative industry to be able to compete globally. Global work patterns have floated and changed rapidly over a period of time. This phenomenon occurs due to changes in large currents that provide a new wave of disruption that is currently hitting all countries in the world. The process of industrial relocation from Europe and America to Asia (Indonesia, Vietnam, Thailand, Pakistan, India, etc.) and Latin America (represented by Brazil) began in the 1970s. The impact felt is the intense and massive application of automation that changes the requirements of digital work. Human Resources who do not master digital literacy sooner or later many are left out (Haryono, 2018). Human resources are the main production factor of the creative industry, without competitive human resources, it is very difficult for Indonesia to develop its creative industry. Mari Pangestu mentions that "Human resources are not adequate in quantity and quality. Generally self-taught, not created educational institutions. In addition, the limited quality and quantity of creative educational institutions makes creative HR graduates in Indonesia very limited. Limited human resources and Creative Education Institutions are the main problem in the Development of Creative Industry Human Resources in Indonesia, so a Creative Industry HR Development Strategy is needed in order to face AEC.

Based on the expert opinion above, it can be concluded that human resource development activities are an effort to improve competence carried out through training and education activities. The creative economy focuses on the creation of goods and services by relying on expertise, talent and creativity as intellectual property. Based on this, the human factor becomes very important and becomes the main capital to create economic activities that produce a new industry where this is the main strength of the creative industry. The process of creativity thinking, creativity acting, and based on good economic knowledge, a creative generation will be born who can create and produce creative products that have value or benefits for society. Thus, it can be concluded that the creative economy emphasizes the importance of the existence of human capital. Based on this, the quality of human capital must be considered in terms of creative economy development. The creative economy is the fourth economic wave after the agricultural era, the industrial age, and the information age. Creative economy is a manifestation of efforts to seek sustainable development through creativity, where sustainable development is an economic climate that is competitive and has renewable resource reserves.

Kwala Serapuh Village located in Langkat Regency has great potential in the development of the creative industry. By overcoming obstacles and making the right efforts, the creative industry can become one of the main pillars in the economic development of Langkat Regency. In determining the good and bad of a job is supported by existing human resources because human resources are one of the most important and most determining factors in any organization. Where all will affect the effectiveness of human resources owned by each organization. Human resources in the context of business, is an important dynamo driving force in business management that is

sought to synergize and integrate with the company's vision and mission in order to be realized effectively and efficiently. According to (Ashary, 2019) Assets in companies that are valuable compared to other assets are human resources which are the main motor or mover in an organization in the company. Because it is important, human resource company assets must be managed properly in a sustainable and optimal manner, and given extra attention to each human resource division, besides that the company always strives to optimize competencies along with the times. In order for the creative-based industry to compete amid the growth of competitors in this creative industry, business actors are required to be able to maintain quality human resources to increase productivity through optimizing the development of human resource competencies. If the development of human resource competencies is left unchecked, it will certainly have a negative impact on achieving organizational goals.

Literature Review

Creative Industries

According to the Ministry of Trade of the Republic of Indonesia, the creative industry is an industry that uses creativity, skills, and personal abilities in building welfare and employment opportunities by producing and using the creativity and inventiveness of these individuals. Creative industries are formed on the basis of using imagination, creativity and knowledge to create new innovations. The success of the creative industry depends on how its human resources can utilize creativity, entrepreneurship, and technological innovation (Dronyuk, Moiseienko, & MI, 2019). The Creative Economy Agency groups the creative industry subsectors into 16 subsectors as follows:

1. Culinary

Culinary is a subsector that contributes greatly to the national economy. Culinary is also one of Bekraf's top three leading industries (Kementerian Pariwisata dan Badan Ekonomi Kreatif Republik Indonesia, 2018).

2. Fashion

Fashion trends always undergo rapid changes from time to time. Fashion is not only about clothes, but more broadly, namely items used from head to toe. The large contribution of this subsector makes fashion one of the superior subsectors besides culinary (Kementerian Pariwisata dan Badan Ekonomi Kreatif Republik Indonesia, 2018).

3. Crafts

Craft is a handicraft made of wood, metal, leather, glass, ceramics, and textiles. The process of making craft items is produced by handmade craftsmen or hand made. This subsector also joins culinary and fashion as three leading subsectors that contribute greatly to GDP, exports, and labor for the national economy (Kementerian Pariwisata dan Badan Ekonomi Kreatif Republik Indonesia, 2018).

4. TV & Radio

Creative industries in this subsector include creative activities related to creation, production & packaging, broadcasting & transmission of television and radio.

5. Publishing

In the digital age, printed books are no longer the only medium that the publishing industry relies on. Various alternative media appear to spoil readers, such as ebooks, blogs, and even social media. However, the publishing industry has proven to be able to survive the onslaught of digital and internet trends.

6. Architecture

Architecture is not limited to just a point, line, plane, or the form and function of a building construction. More than that, architecture develops into an artistic beauty that comes from cultural values, life, history, and other aspects (Kemenparekraf, 2018). Architecture has great potential and is used as one of the subsectors that deserves to be managed seriously (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2021).

7. Apps & Game Developers

This subsector is expected to continue to grow with the increasing number of game developer startups that have sprung up in recent years. With this, the application & game developer subsector will increasingly create enormous potential (Kementerian Pariwisata dan Badan Ekonomi Kreatif Republik Indonesia, 2018).

8. Advertising

The activities of the advertising industry include the process of creation, production and distribution of the resulting advertising. As a subsector with high communication, advertising has great potential in shaping people's consumption patterns, lifestyles and mindsets (Kementerian Pariwisata dan Badan Ekonomi Kreatif Republik Indonesia, 2018).

9. Music

Industry subsectors related to the composition of musical performances and the distribution of sound recordings, include composers, songwriters and singers.

10. Photography

It is now this rapidly growing digital age that influences and encourages the development of photography. Kemenparekraf will develop one of its plans, namely photographer certification and will promote the protection of photographers' intellectual property rights to photographers' works.

11. Performing Arts

Performing arts are works of art that involve individual or group actions. Indonesia has a rich diversity of arts from various regions. A large number of traditional and modern performing arts have been created, developed and promoted have been appreciated internationally (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2021).

12. Product Design

Process design is a process of combining functional elements and aesthetic elements that have high added value and are currently becoming a trend. Not only that, today's society and market also have a high valuation of high-quality products.

13. Art

Fine Art is a system based on knowledge and understanding and expertise in creating aesthetic values. Art in Indonesia also has a very strong network domestically and abroad. For example, Indonesia's participation in domestic and foreign art activities has helped increase economic income in the creative economy sector and absorb labor (Kementerian Pariwisata dan Badan Ekonomi Kreatif Republik Indonesia, 2018).

14. Movies, Animation, Videos

Indonesian cinema is currently developing well, many production companies are starting to be productive making quality films either from the story or commercially. In the clouds of this subsector, the Ministry of Tourism and Creative Economy has issued regulations to protect the intellectual property rights of the film industry, open access to investment and capital, and expand audience access. (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2021)

15. Interior Design

Interior design shows rapid ability in its development. This subsector uses services to design the interior of rooms, such as hotels, homes, and offices, to make them look beautiful (Kementerian Pariwisata dan Badan Ekonomi Kreatif Republik Indonesia, 2018).. In this subsector, there are several things that need to be considered, namely the protection of interior design actors in the domestic market, the certification of creation standards, and copyright protection (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2021).

16. Visual Communication Design

Graphic design work is often priced unreasonably. Even though in the process, it takes a long time starting from thinking about philosophy and processing images to have their own meaning until the final product is produced. The domestic market potential for this subsector is huge, especially as more and more local DKV practitioners have a better understanding of market conditions, local knowledge and values (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2021).

Definition of Quality

The development of the company creates fierce competition. Various ways are done in order to get customers and retain them. One of the strategies used by companies to be able to win the competition is with good service quality. Customers are interested in buying a product or service because of the good quality of service. According to (Tjiptono, 2016), service quality is the expected level of excellence and control over the excellence of these services to meet customer desires. In principle, the definition of service quality focuses on efforts to meet customer needs and desires as well as the accuracy of delivery to keep pace with customer expectations. Therefore, the quality of service depends on the company's ability and its nature to meet customer expectations consistently. Understanding quality according to (Lupiyoadi, 2017) a combination of properties and characteristics that determine the extent to which output can meet the requirements of consumer needs. Consumers determine and assess to what extent the nature of these characteristics meets their needs.

Human Resources

Human Resources have a special status compared to other resources. This is because human resources are the central or main element in an organization. Whatever the vision, mission or goals of the organization, in its implementation must be managed and led by people. Human resources are the most strategic factor in managing an organization or institution. (Nawawi, 2015) in (Rahman, 2020) argues that at least human resources have three meanings. The first understanding is that human resources are potential or assets that act as assets in managing a business or organization. Another meaning is that human resources are seen as human potential that acts as a leader or driver in the progress of the organization towards achieving goals and realizing its existence. Finally, the third definition is that human resources are viewed as people who work in an organization or environment, often called employees, workers, or employees.

Definition of Improvement

According to an expert named Adi S., tahun 2003 improvement comes from the word level. Which means layers or layers of something that then form an array. Level can also mean rank, rank, and class. While improvement means progress. In general, improvement is an effort to increase degrees, levels, and quality as well as quantity. Improvement can also mean adding skills and abilities to get better. In addition, improvement also means achievement in process, size, nature, relationships and so on. The word improvement can also describe a change from a negative state or trait to a positive one. While the result of an increase can be in the form of quantity and

quality. Quantity is the amount of results from a process or with the aim of improvement. While quality describes the value of an object due to the occurrence of processes that have the purpose of improvement. The result of an improvement is also characterized by the achievement of goals at a certain point. Where when a business or process has reached that point, there will be a feeling of satisfaction and pride for the achievements that have been expected.

Method

This research uses library research methods. Library research is a method of collecting data obtained from reference books, diktats and literature with information related to the writing of this article. In this literature article, what is done is not only collecting and recording literature and books, but also paying attention to steps in collecting data, reading and processing library materials. The methods used in this article are accompanied by references, relevant modifications along with explanations. Analysis techniques and data procedures are emphasized in the literature review article. At this stage of research must be clearly stated (Khatibah, 2011).

Result and Discussion

Creative Industries in Kwala Serapuh Village, Langkat

Kwala Serapuh Village, Langkat has great potential in the development of the creative industry. This is supported by cultural wealth, natural resources, and human resources owned. Some potential creative industry subsectors in Kwala Serapuh, namely:

1. Culinary. Kwala Serapuh village is famous for various specialties, such as spicy gulai asam, fish sale, and dodol durian.
2. Fashion. Langkat Batik with its distinctive motifs has the potential to be marketed outside the region.
3. Crafts. Handicrafts from rattan, bamboo, and wood can be Kwala Serapuh's flagship products.
4. Performing arts. Traditional dance and music typical of Kwala Serapuh can be packaged into an interesting show for tourists.

Human Resources (HR) Conditions in Kwala Serapuh Village, Langkat

Education

- a. The majority of the population of Kwala Serapuh Village only has education at the elementary school (SD) level.
- b. Educational facilities and infrastructure are still limited.
- c. The quality of teaching staff still needs to be improved.

Skills

- a. Many residents of Kwala Serapuh Village have traditional skills, such as making wicker and bamboo weaving.
- b. However, the skills needed for the creative industries still need to be developed.

Health

- a. Access to health services is still limited.
- b. The available health facilities are still inadequate.

Economics

- a. The majority of Kwala Serapuh villagers work as farmers and fishermen.
- b. The income level of the people is still low.

Potential

- a. The residents of Kwala Serapuh Village have a high enthusiasm for learning.
- b. Many young people from Kwala Serapuh Village are creative and innovative.

Challenge

- a. Lack of access to education and training.
- b. Lack of jobs.
- c. Poverty.

Human Resources Improvement Efforts

- a. Improve access to education and training.
- b. Creating jobs.
- c. Alleviating poverty.

Improving the Quality of Society in Creative Industries in Kwala Serapuh Village, Langkat

Improving the quality of the community in the creative industry in Kwala Serapuh Village, Langkat, can be done through the following efforts:

1. Training and education:
 - a. Provide training to the public on various skills needed in the creative industry, such as product design, content creation, and digital marketing.
 - b. Conducting workshops and seminars on the latest trends in the creative industry.
 - c. Providing education on the importance of intellectual property rights and how to protect creative works.
2. Increased access to working capital:
 - a. Assist the public in gaining access to micro business loans from banks or other financial institutions.
 - b. Providing business capital assistance to creative groups in the village.
 - c. Organizing a business incubation program to help creative entrepreneurs start and develop their businesses.
3. Institutional strengthening:
 - a. Forming and strengthening creative groups in the village.
 - b. Facilitate cooperation between creative groups in the village.
 - c. Building networks with institutions related to the creative industry outside the village.
4. Promotion and marketing:
 - a. Assisting people in marketing their creative products through various online and offline platforms.
 - b. Participate in exhibitions and creative events outside the village.
 - c. Build an online platform to market creative products online.
5. Infrastructure development:
 - a. Build infrastructure that supports the creative industries, such as co-working spaces, art galleries, and creative studios.
 - b. Provide adequate internet access for the community.
 - c. Improve road and transportation infrastructure in the village.

Conclusion

Kwala Serapuh Village, Langkat, has great potential in the development of the creative industry. Cultural wealth, natural resources, and community spirit are the main supporters. However, this development is constrained by the condition of human resources (HR) which still needs to be improved. By making these efforts, it is expected to:

- a. Improve people's skills and knowledge about the creative industry.
- b. Increase public access to business capital.
- c. Strengthening the institutions of creative groups in the village.
- d. Improve the promotion and marketing of creative products.
- e. Develop infrastructure that supports the creative industry.

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